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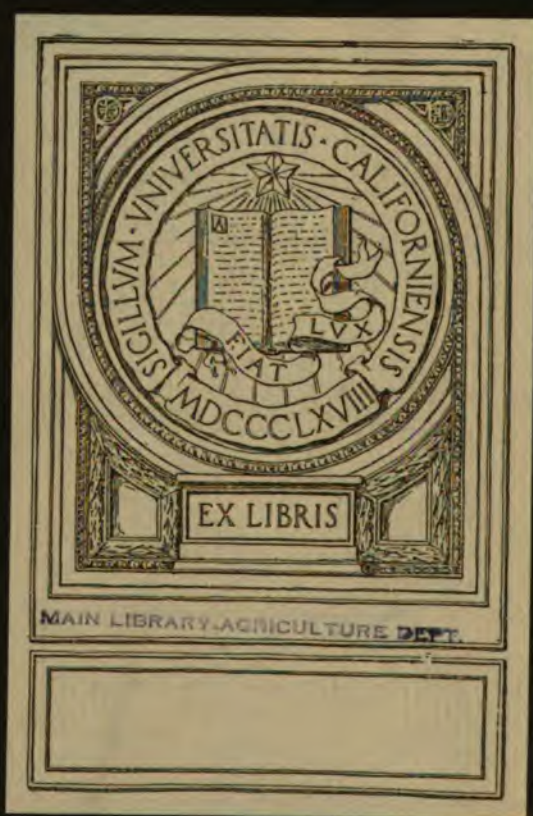
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AMERICAN AGRICULTURAL PERIODICALS

AN HISTORICAL SKETCH

BY GILBERT M. TUCKER

Univ. of
California

PRIVATELY PRINTED

ALBANY, N. Y.

1909

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1909

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NOTE

The peculiar typographical arrangement of the following matter, and the high numbers carried by the pages and the illustrations, are due to the fact that it is printed from plates that were made for the fourth volume of Bailey's *Cyclopedia of American Agriculture*, for which work it was written by the editor's special request. An agricultural publisher, who objected strongly to having the facts about his business put on record in the *Cyclopedia* (though the facts are in no manner discreditable) induced Prof. Bailey to omit this article at the last minute, the author absolutely refusing to consent to changes that would have falsified history. It seemed that the not inconsiderable labor devoted to obtaining and arranging the multitudinous facts, names and dates here embodied ought not to go to waste, particularly as there is now in existence no history of the American agricultural periodical press, and the men who are qualified by their recollections and knowledge of the most vital period, covering say the last fifty years, to prepare such a history, are now very few and are fast passing away. The author therefore bought the plates of the publishers, and presents the sketch as the reader sees it, intending to place it in a number of the larger libraries of the country, that the story, however imperfectly and unsatisfactorily related, of the development of one of the most important agencies that have co-operated to make present-day American civilization what it is, — a story that it will be very difficult if not quite impossible to compile again, when a few more years shall have gone by — may be permanently preserved.

HISTORICAL SKETCH OF AMERICAN AGRICULTURAL PERIODICALS

By Gilbert M. Tucker

A sketch of the history of the American agricultural press may be conveniently divided into four sections, dealing respectively with (1) the pioneers, all established, so far as is now known, during the decade ending with 1828; (2) the now-old papers, those that were founded before—say—1850 and outlived the nineteenth century; (3) the developments of more recent years; and (4) the branching off of our rural journalism into specialties, marked by the appearance of a number of periodicals devoted to subdivisions of the art of husbandry. "Horse papers," chronicling chiefly the events of the race track, and publications intended for readers who live in the country as a matter of pleasure, not gaining their livelihood by the practice of any branch of farming, are not included in the purview of this article.

THE FIVE PIONEERS

The pioneers of the American agricultural press of which distinct record has been preserved, the list being undoubtedly incomplete, were five—the first American Farmer (not the present paper of that name), the Ploughboy, the first New England Farmer (not the present paper of that name), the first New York Farmer (not the present paper of that name), and the Southern Agriculturist.

The original American Farmer was established at Baltimore by John S. Skinner, April 2, 1819, a weekly of eight quarto pages, for which the nominal subscription price was four dollars, (Fig. 33). Some nearby subscribers must have paid practically a good deal more, the bank bills of Wilmington, Del., being quoted in the first issue as passing at 25 per cent discount, so that persons tendering such bills were probably required to give between five and six dollars; and undoubtedly it was one of their best investments. The head-line describes the contents as "Rural Economy, Internal Improvements, News, Prices Current," and an editorial announcement says: "The great aim, and the chief pride, of the American Farmer, will be, to collect information from every source, on every branch of Husbandry, thus to enable the reader to study the various systems which experience has proved to be the best under given circumstances; and in short to put him in possession of that knowledge and skill in the exercise of his means, without which the best farm and the most ample materials will remain but as so much dead capital in the hands of their proprietor." A rather remarkable offer is added: "If at the end of the year, any subscriber should think he has not received his 'penn'orth,' his subscription money shall be repaid to him on demand." The paper seems to have run until 1862, when its publication was discontinued. (The second American Farmer, started in 1866, was a different affair; so is the present American Farmer, dating from 1884; and there may have been others.)

Two months after the birth of the American

AMERICAN FARMER.

AGRICULTURAL ECONOMY, INTERNAL IMPROVEMENTS, PRICES CURRENT.

“*O fortunatos nimium sua si bona norint*
“Agricolae.” . . . Virg.

Vol. I.

BALTIMORE, FRIDAY, APRIL 2, 1819.

NUM. 1

AGRICULTURE.

The RUTA BAGA or SWEDISH TURNIP.

THE high commendations bestowed upon the *Ruta Buga*, and the decided preference given to it over other roots and vegetables, as food for live stock, by Mr. BARNEY, of Delaware, (the owner of the mammoth oxen lately slaughtered in this market) will naturally be-

Farming and in Gardening upon this Island. I who found no manure and have bought none: if several years ago, long before tyranny showed its face, I could see me overstocked, not with mouths, but with food, owing to a little care in the present horrid front in England formed the design, but with food, owing to a little care in the cultivation of this country, a vation of this invaluable Root, he would, I am of sending out, to be published in this country, have a reason to be convinced, that, if any treatise on the cultivation of the root and greensure, have a reason to be convinced, that, if any crops, as cattle, sheep and hog food. This design farmer in the United States is in want of food at the following this pinching season of the year, the fault is nei- suggested by the reading of Mr. CHANCELLOR LIVINGSTON's *Es* ther in the soil nor in the climate.

It is, therefore, of my mode of cultivating this Root in this Island, that I mean at present to

Fig. 33. Pacaimille head of the first issue of the first North American agricultural periodical.

Farmer, what is now counted as the second agricultural paper in this country was started at Albany. It was called the Ploughboy, and was of the same size as the Farmer, though offered at a lower price—three dollars per annum (Fig. 34). The editor, who called himself "Henry Homespun, Jr.," for the first few months, was Solomon Southwick. The title was chosen—so the opening announcement says—as conveying "the idea of a real, unsophisticated American; a virtuous, intelligent, brave, hardy and generous yeoman, who despises alike the trappings of Royalty or Aristocracy; abhors the idleness, luxury and dissipation, which subvert private happiness and public liberty; and firm as his native hills, wraps himself in the simple dignity of his condition, and imitating his glorious ancestors, resolves to live free or to die." Notwithstanding all this grandiloquence, the Ploughboy ran successfully for at least twenty years, and perhaps longer.

The (first) New England Farmer made its appearance at Boston, August 3, 1822, and lived until June 24, 1846, when it was discontinued, unfortunately for the agriculture of the Northeast. It closely resembled its two predecessors in form and style, but was even a little cheaper than the Ploughboy, at least for such subscribers as would pay in advance, the price under that condition being two dollars and fifty cents.

The (first) New York Farmer was started in the city from which it took its name, probably about 1827, inasmuch as the sixth volume, called also "New Series, Vol. I," began with 1833 (Fig. 36). At this time it was a monthly of thirty-two quarto pages, Samuel Fleet editor, D. K. Minor proprietor, three dollars per annum in advance. It ran for several years beyond the date given.

Fifth and last of the now-known pioneers of American agricultural journalism was another monthly, the *Southern Agriculturist*, started at Charleston, S. C., in 1828, by J. D. Legare, and containing at first forty-eight, afterward fifty-six, small pages, $5\frac{1}{2} \times 8\frac{1}{2}$ inches (Fig. 37). The subscription price appears to have been regarded as a detail not worth mentioning. It was continued at least to the end of the year 1842, and probably longer.

OLD PAPERS STILL PUBLISHED

The agricultural press of the present day dates from January 1, 1831, at which time was established, at Rochester, N. Y., by Luther Tucker, the older of the two papers now consolidated as the Country Gentleman. It was called the Genesee Farmer, and closely resembled the American Farmer, the Ploughboy and the New England Farmer in general style, though the subscription price was lower than that of any of the others—two dollars a year in advance. There was also a monthly edition at fifty cents. Three years and two months later—

March, 1834—Jesse Buel started, at Albany, the monthly called the *Cultivator*, which he continued till his death in 1839, when Luther Tucker bought it and united it with the *Genesee Farmer* (Fig. 38). This turned Mr. Tucker's paper into a monthly, which he thought too slow for the times, consequently beginning, January 1, 1853, the *Country Gentleman* as a weekly. Both papers were continued until January 1, 1866, when the *Cultivator* was fused into the *Country Gentleman*. This makes a story of continuous publication from January 1, 1831, not a single issue having failed to appear on its appointed day, and no change of ownership having occurred except by descent from father to son. This record is believed to be unique in journalism, in this country at least. That of the *New York Herald*, of which one would naturally think, is not equal, the *Herald* dating its existence only from 1835.

Besides the *Country Gentleman*, not more than eight agricultural papers established in this country before 1850 were continuously published until 1900; probably not so many, because there is reason to believe that at least two or three of the nine have had breaks in their history. At all events, the following list is complete, if not more than complete:

Second to the *Country Gentleman* stands the *Maine* (at first called the *Kennebec*) *Farmer*, born at Winthrop, an eight-page weekly, January 21, 1833, "E. Holmes, editor," subscription price two dollars. Dr. Holmes continued editor for thirty years, and was proprietor also until 1839, when the ownership passed to Seavey & Robinson, who held it until 1843. Subsequent publishers have been Russell Eaton, 1844-58, Homan & Manley, 1858-61, Homan & Badger, 1861-78, Badger & Manley, 1878-97, and since then the *Maine Farmer Publishing Company*. B. F. W. Thorpe is the present editor. The place of publication was changed in November, 1843, to Augusta, where it remains.

Third among the old papers is the *Boston* (now called the *American*) *Cultivator*, dating from 1839, and one of the earliest local namesakes of the Buel-Tucker monthly, others being the *Southern Cultivator*, the *Ohio Cultivator*, the *Northwestern Cultivator*, the *Kentucky Cultivator*, and so on. The first publisher of the *Boston* paper of whose name record has been preserved was Otis Brewer; he was succeeded, some time in the seventies, by George B. James, the present editor and manager.

Fourth is—or perhaps we should now say, was—the *Massachusetts Ploughman*, established in



THE

BOY.

BY HENRY HOMESPUN, JR.

"He that observeth the wind shall not sow; and he that regardeth the clouds shall not reap."—BUT—"He that tilleth his land shall have plenty of bread."—*Ecclesiastes*.

Vol. I.

ALBANY: SATURDAY, JUNE 5, 1819.

No. 1.

ORIGINAL.

We cannot, without breach of a eastern covenant with the existence of periodical publications, introduce the first number of the *Ploughman* to

engaged in supporting the bulwarks of party?—They believe themselves, and are believed by their readers, to be a necessary, indispensable corps of men; and this is a sufficient reason for their existence, if not an ample justification of

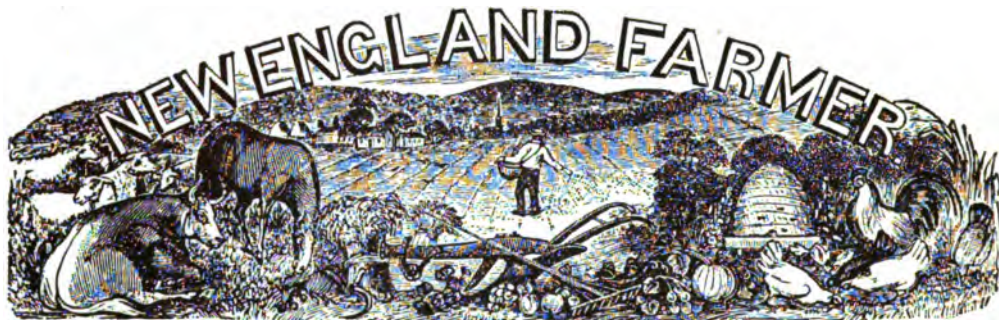
crease the quantity, improve the quality, and cheapen the labour of our native productions.—In every department of life, the sober maxims of FRANKLIN, of which we lost sight in the "golden days of commercial prosperity," must be revived

Fig. 34. Facsimile of the first issue of the second agricultural periodical.

1841, and published until early in 1906, when it was absorbed by the Boston Cultivator.

Fifth is the *Prairie Farmer*, founded at Chicago, October, 1840, by the Union Agricultural Society, as the *Union Agriculturist*. The words "and Western *Prairie Farmer*" were added to the title three months later, the present abbreviated style dating from 1843. It was originally a monthly of eight large quarto pages, and the subscription price was a dollar, which was only expected to

teen-page monthly in 1845, and in 1862, when paper had grown scarce in Dixie, a bi-monthly. The price was advanced to three dollars per annum in January, 1864, to five dollars in May, and to ten dollars in November—in Confederate money, however. The place of publication was changed to Athens at the opening of the year 1865, and in 1880 to Atlanta, where it is still published, semi-monthly for a number of years. It has absorbed at various periods the *Georgia Grange*, the *South-*



DEVOTED TO AGRICULTURE AND ALL ITS VARIOUS KINDRED ARTS AND SCIENCES

Honor waits, o'er all the earth, The art that calls her harvests forth.—BRYANT.

VOL. I.

SATURDAY, DECEMBER 9, 1848.

NO. 1.

S. W. COLE, EDITOR.

QUINCY HALL, BOSTON.

J. NOURSE, PUBLISHER.

CONGRATULATORY.

We recently offered a valedictory, in another journal, and we are now happy in greeting the agri-

of the earth must undergo a most rigid scrutiny and the severe ordeal of exact comparison; implements and machines, the astonishing product of the greatest skill, science, and practice, must be improved, or

Fig. 35. Facsimile of the first issue of the second *New England Farmer*.

cover the actual cost of production. "We hope in time," says an editorial in the second issue, "to make the *Union Agriculturist* to the West what the *Cultivator* is to the East." Some difficulty seems to have been experienced in filling the sheet, as the prospectus of the third volume begs earnestly for contributions, remarking that "a good correspondent is better than several subscribers."

Sixth of the old papers is the *American Agriculturist*, started in New York as a monthly of thirty-two pages, A. B. and R. L. Allen editors, April, 1842. The original subscription price was a dollar, afterward increased to a dollar and fifty cents. The paper had a checkered career until, in 1856, it came into the possession of Orange Judd, who greatly improved it in many ways and carried it to a high point of success commercially. Mr. Judd lost control of the property in 1881, and a period of decadence set in, ending in the sale of the paper, seven years later, to the proprietors of the *New England Homestead*, who removed it to Springfield, Mass., where it is still issued, and in 1894 changed it to a weekly.

Seventh is the *Southern Cultivator*, founded at Augusta, Ga., by J. W. and W. S. Jones, March 1, 1843, an eight-page bi-weekly. It became a six-

ern *World*, the *Dixie Farmer* and the *Southern Farm of Atlanta*, the *Plantation of Montgomery*, the *Rural Sun of Nashville*, the *Southern Farmer's Monthly of Savannah*, and the *Phoenix Agriculturist of Marietta*; and has had a career quite unequalled for picturesque variety of fortune in all the annals of the American agricultural press.

The eighth old paper, the *Indiana Farmer*, began life at Indianapolis, October, 1845, a monthly of sixteen pages about the size of those of *Harper's Magazine*, and was edited for two years by Henry Ward Beecher ("Henry W. Beecher" he wrote it in those days), then pastor of the Second Presbyterian Church of the city named. It became a weekly about 1860. No connection is claimed with an earlier journal of the same name, started in 1837.

Ninth and last of the agricultural journals founded before 1850 that outlived the nineteenth century is *Colman's Rural World*, established in 1848 as the (monthly) *Valley Farmer*; edited for more than fifty years by the veteran Norman J. Colman, who was at one time United States Commissioner of Agriculture; and for a long part of that period generally regarded as the great agricultural authority for the Mississippi valley and the vast region beyond.

To the preceding nine papers two others could be added, were it not for interruptions of their publication. One is the Southern Planter, born at Richmond, Va., January, 1841, C. T. Botts publisher; a monthly of sixteen octavo pages; one dollar per annum. "A very able paper, upon the plan proposed," says the prospectus, "published in our sister state of New York, has been eminently successful and productive of great good to the cause of agriculture. Why should not our own state, more peculiarly agricultural, be inspired by so excellent an example?" Publication of the Southern Planter was interrupted shortly after the outbreak of the Rebellion, on account of the impossibility of obtaining paper; and was not resumed until 1867.

The other old paper that suffered a break in its history is the present New England Farmer, which suspended operations for five months in 1864. It was founded December 9, 1848, less than two years and a half after the decease of its predecessor of the same name, and there must have been some temptation to "date back," but it was resisted, the issue of December 9, 1848, being honestly marked "Vol. I, No. 1." It was originally a bi-weekly, octavo in form, sixteen pages; S. W. Cole editor, J. Nourse publisher; subscription price not stated. Publication was continued at Boston until a few years ago, when it changed hands and was taken to Brattleboro, Vt. For long years, this paper commanded the support of all the principal leaders in rural advancement in New England; and if we were to select half a dozen periodicals whose story is inextricably bound up with the history of American agriculture, the New England Farmer would assuredly be one.

During the twenty-eight years that elapsed between the founding of the Genesee Farmer and the compilation of the first complete list of agricultural papers in this country, a considerable number not destined to very long life were established. Among them were the following: Northern Farmer, Newport, N. H., July 7, 1832; Farmers' Register, Richmond, Va., June, 1833; Tennessee Farmer, Jonesborough, December, 1834; Farmer's Cabinet, Philadelphia, 1836; Farmer's Monthly Visitor, Concord, N. H., January 15, 1839; Western Farmer, Cincinnati, September, 1839; the first Southern Cultivator, Columbia, Tenn., 1839; Southern Cabinet of Agriculture, Charleston, S. C., January, 1840; Agriculturist, Nashville, Tenn., January, 1840; Central New York Farmer, Rome, N. Y., January, 1842; the second New York Farmer, 1844; Ohio Cultivator, Columbus, January 1, 1845; Quarterly Journal of Agriculture, Albany, January, 1845; Monthly Journal of Agriculture, New York, July 1845; Working Farmer, New York, 1849; Northwestern Cultivator, Madison, Wis.,

NEW-YORK FARMER, AND AMERICAN GARDENER'S MAGAZINE.

VOL. VI.—No. 1] PUBLISHED MONTHLY, AT NO. 35 WALL STREET, NEW-YORK, AT THREE DOLLARS A-YEAR, IN ADVANCE. [NEW SERIES—VOL. I.

D. K. MINOR, PROPRIETOR.]

FOR JANUARY, 1833.

[SAMUEL FLEET, EDITOR.]

ORIGINAL COMMUNICATIONS.

The Encouragement of Agriculture and a Taste for Rural Pursuits, are Sources of Prosperity, Refinement, and Happiness. By the Editor.

No cultivated mind pretends to question the

large of the soil, is of slow acquisition, and necessarily implies habits established by long practice—and a decided and permanent national character. Manufactures and commerce are more sudden and rapid in their growth, more dependent on extrinsic circumstances, and without prosperous agriculture are liable to those

spirit of the times and our republican institutions, had not his partiality for rural pursuits been great, and his habits those of a good farmer. There is something in the very nature of rural callings so congenial to the development of perfection in character, that, other circumstances being equal, we may ever look to

Fig. 36. Facsimile of an early issue of the New York Farmer.

1849; Valley Farmer, St. Louis, 1850; California Farmer, San Francisco, 1850; Agricultor, New York, 1852; Farmer's Companion, Detroit, 1852; Kentucky

Cultivator, Covington, 1852; Connecticut Valley Farmer, Springfield, Mass., 1853; Southern Agriculturist, Lawrenceville, S. C., 1853; Iowa Farmer, Burlington, 1853; Northern Farmer, Woodstock, Vt., 1855; New Jersey Farmer, Freehold, 1855; Western Agriculturist, Pittsburg, Pa., 1855; Rural American, Utica N. Y., 1856 (?); Western Farm Journal, Louisville, Ky., 1856; Northwestern Farmer, Dubuque, Iowa, 1856; Vermont Stock Journal, Middleburg, 1857; Farmer's Journal, Portland, Oregon, July, 1858; California Cultivist, San Francisco, 1858; American Ruralist, Springfield, O., 1858; North Carolina Planter, Raleigh, 1858; Kentucky Farmer, Frankfort, 1858; New Hampshire Journal of Agriculture, Manchester, 1859. In the year last mentioned, 1859, forty-four peri-

DEVELOPMENT FROM 1850

Of American agricultural papers started during the second half of the nineteenth century and still published, the Rural New Yorker is both the oldest and historically the most interesting. It was started at Rochester, N. Y., in 1850, by D. D. T. Moore, who had learned newspaper work under Luther Tucker, and who had been, for a time in the forties, proprietor of the first Michigan Farmer; and it ran very successfully until 1868, when Mr. Moore committed what proved to be the fatal mistake of transferring his location to New York and entering into competition with the Country Gentleman and the American Agriculturist for general circulation. Bankruptcy followed in a few years.

The paper was thereafter published successively, first by one of Mr. Moore's creditors and afterwards by several other persons, none of whom could make it pay, and it was more than once on the point of being abandoned. Finally, however, it was acquired by the present management, who have raised it, as is well known, to a position among the recognized leaders of the American agricultural press.

Two years later than the Rural New Yorker, that is to say, January 1, 1852, the Ohio Farmer was established at Cleveland, where it has been published ever since, though having suffered suspension during the last three months of the year 1862. The founder was Thomas Brown; and the editors have been F. R. Elliott, S. D. Harris, Geo. E. Blakelee and M. E. Williams. Ownership of the property was acquired, at the close of the year 1873, by M. J. Lawrence, now the president of the Lawrence Publishing Company, which has conducted the publication since June, 1894, and now operates also the Michigan Farmer.

Three years later than the Ohio Farmer, that is to say in 1855, was started at Racine, Wis., by Mark Miller, the Homestead. It was removed within a few years to Madison, Wis., and then to Dubuque, Iowa, and in 1861, the entire outfit going in two wagons, to Des Moines, where it has been published ever since. It was bought in 1885 by James M. Pierce, who afterward acquired also the Madison (Wis.) Farmer and the Kansas City Farmer and Stockman.

In the same year, 1855, the Practical Farmer was started at Philadelphia, by Paschall Morris, at first a monthly, but changed to a weekly in 1867. The death of the founder had a bad effect, and the paper was sold, in 1876, to the owner of the Ohio Farmer, who ran it until 1881, when he disposed of it, finding the venture both troublesome and unprofitable. The next eight years saw various other changes in management, until finally the property was acquired by the present owner, Mr. Maule, and a second era of prosperity began. (There was an earlier Practical Farmer, a weekly, published at Boston, but it does not appear that Mr. Morris' paper had any connection with it.)

THE
SOUTHERN AGRICULTURIST.

JANUARY, 1828.

PART I.
ORIGINAL CORRESPONDENCE.

ART. I.—An Essay on the Culture of the Grape Vine, and making of Wine; suited for the United States, and more particularly for the Southern States. By N. HERBEMONT, of Columbia, S. C.

"And Noah began to be an husbandman, and he planted a vineyard."—
GENESIS C. IX. v. 20.

If it were necessary, at this period of the existence of man, to prove the utility and great importance of the culti-

Fig. 37. The Southern Agriculturist, one of the five pioneers.
Part of first page, exact size.

odicals more or less devoted to general agriculture were in existence, eight in New York, five in Ohio, three each in Massachusetts, Virginia and Illinois, two each in Maine, Georgia, Iowa and California, one each in New Hampshire, Connecticut, New Jersey, Pennsylvania, Maryland, North Carolina, Alabama, Kentucky, Tennessee, Indiana, Michigan, Wisconsin, Missouri and Oregon. It was comparatively easy to start an agricultural paper in those days. A few hundred dollars sufficed for capital, and any little town that contained a printing press would do for location, provided always it was surrounded by a good farming community. The papers of that period relied entirely, or almost entirely, on subscription money for their support, none of them carrying any considerable number of advertisements, and many of them having none. Advertisements, in fact, were not only not solicited, but were hardly welcomed, not much more than barely tolerated as a questionable feature.

THE CONDENSED FARMER.

VOL. D.

ROCHESTER, JANUARY 1, 1831.

NUMBER 1.

THE GENESSEE FARMER AND GARDENER'S JOURNAL.

Dedicated to Agriculture, Horticulture, Domestic Economy, &c. &c.

The first number of a paper under the above title was published at Rochester, on Saturday, Jan. 1, 1831—conducted by a gentleman long experienced in the science of Agriculture, Horticulture, and other useful arts, assisted by many of the best practical farmers in this section of

six months; or \$2.00, if paid at the time of subscribing.

ACKER & STEVENS.
Rochester, Jan. 1, 1831.

Editors who will give the above two or three insertions, will confer a favor which will be reciprocated the first opportunity.

NUMBER ONE.

We are aware that this season of the year is rather an unfavorable time to commence a work

same year a sloop of forty tons was built and launched on the Genesee Lake."

Query? Where was the "Ontario Gazette" printed, and where is the "Genesee Lake?"

That portion of country once called the "Genesee Country," although its exact boundaries were rather vague and uncertain, probably now contains some two hundred towns, with more than 200,000 inhabitants, with cities and villages at every four corners, and newspapers as thick as blackberries. The Genesee Coun-

Fig. 38. A reduced reproduction of part of the first page of the first issue of the Genesee Farmer.

The Nebraska Farmer was started by Robert W. Furnas, at Brownville, in 1859, but failed to receive sufficient support and was after a time discontinued, to be revived in 1875, at Lincoln, by J. C. McBride and J. T. Clarkson. It was moved to Omaha in 1898, but taken back to Lincoln seven years later, and is still prosperously published there.

The Kansas Farmer was established at Topeka by the State Agricultural Society, in 1863, at first a monthly, afterward a weekly, and it shortly became private property. Its career has been highly useful and highly uneventful.

The Farmers' Home Journal was started at Lexington, Ky., by James J. Miller, in 1865, and ten years later was moved to its present home at Louisville. It has always been a weekly, the first form being a sixteen-page folio. The original subscription price, three dollars, has been reduced to one-third of that sum. Several small agricultural papers have been absorbed at various times, the Journal having always prospered steadily, doing better every year regularly than the year before—which is something that can be said of very few periodicals of any class.

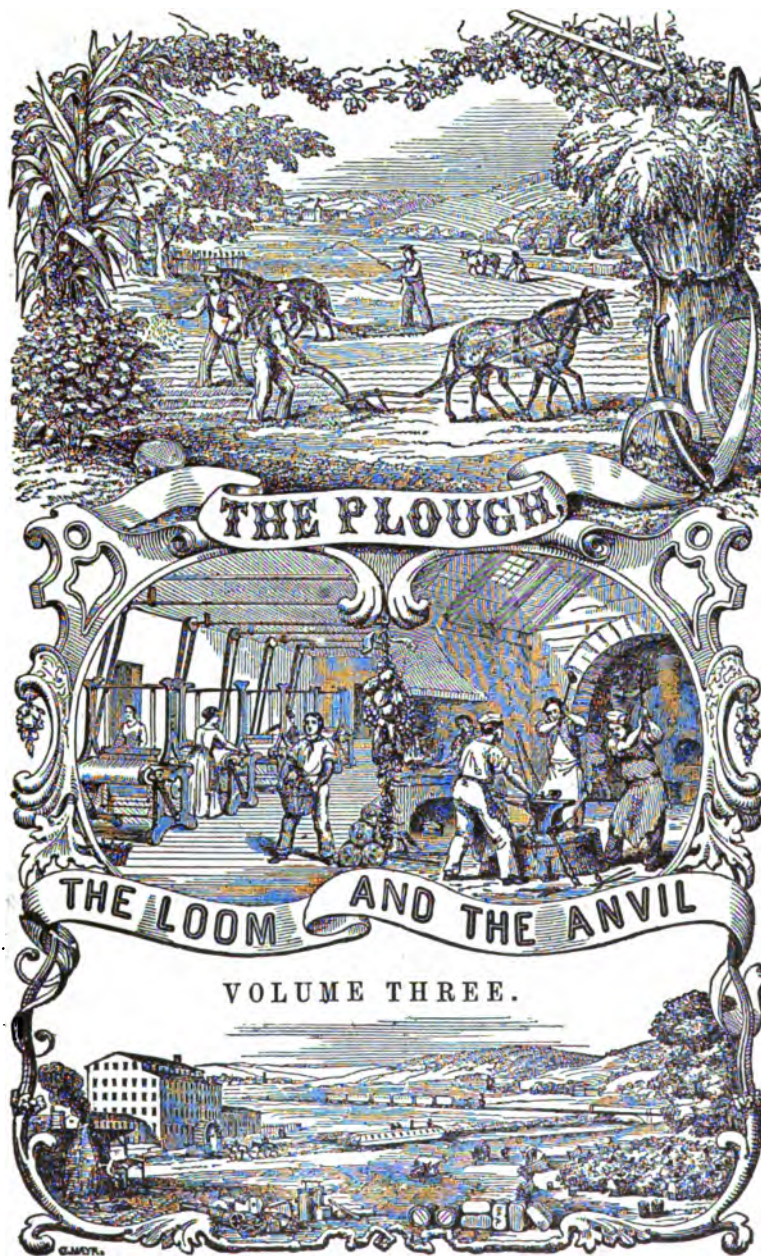
Next came the present Michigan Farmer, dating from May 15, 1867, a few months after an older paper of the same name had been taken to Chicago and rechristened the Western Rural. The existing paper was founded by R. F. Johnstone and has always been published at Detroit, though it has been owned since September 25, 1893, by the publishers of the Ohio Farmer. It absorbed the Michigan Fruit-Grower and Practical Farmer in 1899, and the Free Press Farm and Live Stock Journal in 1905. With brief and unimportant exceptions, it has always been the only agricultural paper in the state.

The New England Homestead was started at Springfield, Mass., in 1868, and from a small local beginning, gradually came to cover New England. Not only that, but its proprietors finally bought up the decadent American Agriculturist, and also the Orange Judd Farmer, a paper established at Chicago by the able editor whose name it bears, after he lost control of his New York monthly. These two journals were taken to Springfield, where they are still issued, though bearing in their head-lines not only the name of that place, but also the names of New York and Chicago.

The year 1870 is memorable for the birth of the first American agricultural journal printed independently and only in a foreign tongue, the Acker und Gartenbau Zeitung of Milwaukee. (A German edition of the American Agriculturist was issued for several years; but that is a little different.) The Zeitung was at first issued monthly, then semi-monthly, and since 1893 weekly. The first editor and publisher were Rudolph Koss and W. W. Coleman.

The Pacific Rural Press was started at San Francisco, January 1, 1870, a sixteen-page weekly, four dollars per annum, W. B. Ewer editor, Dewey & Company publishers. E. J. Wickson became editor in December, 1875, and has held the position ever since. The ownership passed in 1892 to Alfred Holman, in 1898 to J. F. Halloran, and in 1905 to T. A. and E. Rickard. While the fire following the earthquake of 1906 was still burning, new offices were opened at Berkeley, and the paper is still published there.

In the year 1875, when three-quarters of the nineteenth century had passed, there were about seventy agricultural papers of a general character in the country, being a net increase of twenty-six over the roll for 1859. In 1900, there were 140, twice as many as in 1875; and the present number is about one hundred and eighty, only seventeen of which, however, date back as far as 1875. The additions of these later years may, for present purposes, be summarily dealt with, and this for two reasons. In the first place, these newer journals are still too new to be safely assigned to their proper places in the perspective of history. And secondly, it must be admitted that many of them are so frankly commercial that they can never lay claim to any historical interest, except such as might attach to accounts of big department stores or successful shoe factories. They were started and are operated for the sake of revenue from advertisements, subscription payments being regarded as a comparatively unimportant incidental. By this it is by no means intended to be implied that they differ much in character from the present status of their older congeners; no agricultural paper could live in these days without advertisements, and there are probably very few periodicals of any class that do not actually lose money on their subscription departments; only the fifty-year-old farm journals have a professional, and



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Fig. 39. Title-page of one of the early magazine-like periodicals. Slightly reduced.

therefore an historically interesting past to which their younger competitors can lay no claim. Still less is it intended to be implied that the newer papers are as a class inferior to the older in editorial ability and enterprise. They furnish, for little or nothing, and often in the very best and most available form, information that is wanted by the public. So does the program of the ordi-

nary theater. In the one case as in the other, the furnishing of such information was not the motive of establishing the publication. What the proprietor had in mind was the selling of advertising space. He by no means aspires to anything like the position of an author having ideas to offer to the public for suitable compensation; he is more like the owner of a billboard. He puts in the best reading matter that he can obtain, simply in order to get people to notice the advertisements and patronize his customers. The counting-room has been the center of the stage; the editorial sanctum has become very largely a secondary consideration.

Of the general agricultural papers established since 1875, the following should probably be counted as among the most important: *Farmer's Review*, Chicago, 1877; *Wisconsin Agriculturist*, Racine, 1877; *Farm and Fireside*, Springfield, Ohio, 1877; *Farm, Field and Stockman* (Farm, Field and Fireside, National Farm Press), Chicago, 1877; *National Farmer*, Pittsburg, 1877; *Farmer's Tribune*, Sioux City, Iowa, 1878; *Texas Farmer*, Dallas, 1878; *Farm and Home*, Springfield, Ill., 1880; *Dakota Farmer*, Aberdeen, S. D., 1881; *Farm and Ranch*, Austin (now Dallas), Tex., 1883; *Farm, Stock and Home*, Minneapolis, 1884; *Orange Judd Farmer*, Chicago, 1886; *Northwestern Agriculturist*, Minneapolis, 1886; *Progressive Farmer*, Winston-Salem, N. C., 1886, now

Raleigh; *Farmer's Voice*, Chicago, 1887; *Oklahoma Farmer*, Guthrie, 1890; *Southern Ruralist*, Atlanta, 1893; *Wallace's Farmer*, Des Moines, Iowa, 1895; *Southern Farm Gazette*, Starkville, Miss., 1895; *National Farmer*, St. Louis, 1898; *Midland Farmer*, St. Louis, 1898; *Twentieth Century Farmer*, Omaha, 1900; *Arkansas Homestead*, Little Rock, 1900; *Tribune Farmer*, New York, 1901; *Success-*

ful Agriculture, St. Paul, 1903. Others might be added, including fourteen in foreign languages—Skandinavisk Farmer, Danish, Minneapolis, 1882; Sködemannen, Swedish, Minneapolis, 1888; Hospodar, Bohemian, Omaha, 1891; Obzor, Bohemian, Hallettsville, Tex., 1891; Gazeta Wisconsinaka, Polish, Milwaukee, 1892; Hospodarske Listy, Bohemian, Chicago, 1898; Feld und Flur, German, Dallas, Tex., 1898; Landmann, German, Milwaukee, 1902; Svenska Farm Journal, Swedish, Omaha, 1903; Odelmannen, Swedish, Minneapolis, 1904; Gospodarz, Polish, Chicago, 1905; Revista Agricola, Spanish, Chicago, 1905; Hacienda, Spanish, Buffalo, 1905.

One of the papers named in the last paragraph, the Farmer's Voice, demands special mention as having absorbed, a few years ago, the once well-known Western Rural, which was the successor of the first Michigan Farmer, a paper dating from 1843 under that name, though practically the same as a journal of an earlier date called the Western Farmer. It was sold in 1865 to H. N. F. Lewis, who changed the name to the Western Rural, and in 1867 took it to Chicago, thus clearing the way for the establishment of the present Michigan Farmer. It was for some years immensely successful, possibly the most profitable agricultural paper west of New York; and seems to have been wrecked in consequence of embracing certain vagaries in its editorial management which displeased its more sober-minded readers while failing to attract the large patronage that was hoped for among people of a different disposition. The farmers of America, whatever else may be said of them, are, on the whole, men of sound judgment and common sense; and in the long run they give their largest support to the best-balanced and most reasonable journals, however much they may sometimes seem to be carried away for a time by the presentation of heresies either in agricultural or in economical science. Fortunate it is for the country that such is the case.

In Canada, seven agricultural papers of importance are issued—the Farmer's Advocate, London, 1866; Journal d'Agriculture, Montreal, 1879; Nor' West Farmer, Winnipeg, 1882; Farming World, Toronto, 1883; Prince Edward Island Agriculturist, 1883, and Island Farmer, 1887, both at Summerside; Maritime Farmer, Sussex, N. B., 1895.

JOURNALS DEVOTED TO SPECIALTIES

The first of these appear to have been horticultural—the Horticultural Register, started January 1, 1835, by Thos. G. Fessenden and J. E. Teschemacher, and continued for four years, followed by C. M. Hovey's Magazine of Horticulture, both published at Boston. These were admirable journals, able, dignified and enterprising; the first had colored illustrations, not designed primarily as pretty pictures, but for definite scientific purposes, which they very satisfactorily accomplished. In somewhat lighter and more popular vein was the famous Horticulturist, started at Albany, July, 1846, by Luther Tucker, who recognized the brilliant genius

of the younger Downing, and thought he could advantageously exploit it. After Mr. Downing's death in 1852, Mr. Tucker sold the magazine to James Vick of Rochester, from whom it passed successively to R. P. Smith of Philadelphia, and to several New York publishers—C. M. Saxton, Mead & Woodward, Henry T. Williams and others—and was finally absorbed by the Gardener's Monthly of Philadelphia, dying at last with that magazine years ago. It is not too much to say that these three periodicals covered the whole field of horticulture, including pomology, flower and landscape gardening in all their ramifications, as no periodical has covered it more recently and as no periodical makes any pretense at covering it now.

Another pioneer in horticultural journalism, though far more restricted in its scope, was the beautiful and valuable Orchardist's Companion, issued quarterly at Philadelphia by A. Hobby, beginning April, 1841, and adorned with very fine colored plates, accurately painted from nature, in the real size of the fruit and leaves, and hardly equaled, certainly not surpassed, by any similar work of a later day.

Other periodicals devoted to subdivisions of the art of horticulture have risen, flourished for a time, and passed away. Among those now published may be named Green's Fruit Grower, Rochester, N. Y., 1881; American Florist, Chicago, 1885; Pacific Fruit World, Los Angeles, 1895; National Fruit Grower, St. Joseph, Mich., 1896; Southern Fruit Grower, Chattanooga, Tenn., 1896; Western Fruit Grower, St. Joseph, Mo., 1897; Fruitman & Gardener, Mt. Vernon, Iowa, 1897; and the Garden Magazine, New York, 1904.

Possibly not second in order among specialties in agriculture having journals of their own, though the writer believes that such is the case, was a branch that would probably not be conjectured—silk-culture—the American Silk Society having established a monthly journal at Baltimore at the beginning of the year 1839. Interest in this subject, very vivid in the thirties and almost down to the outbreak of the Rebellion, has never quite died out; and monthlies devoted thereto are still issued at New York City and at Tallulah Lodge, Ga.

The third class of journals of agricultural specialties in order of establishment appears to consist of dairy papers. A Dairyman's Record was published semi-monthly at Little Falls, N. Y., as long ago as 1859. This was succeeded in 1860, at the same place, by the Dairy Farmer, the first number of which gives notice that while "a few advertisements will be received, upon terms to be agreed upon," they will "be printed on a separate sheet of paper." Prominent now (omitting trade journals) are Hoard's Dairyman, Fort Atkinson, Wis., 1870, and Kimball's Dairy Farmer, Waterloo, Iowa, 1903.

Live-stock breeding was for years most prominently represented by the National Live-stock Journal, Chicago, 1870, succeeded by the Breeders' Gazette in 1881. The Horseman and Stockman, Minneapolis, was started in 1890; Blooded Stock at Oxford, Pa., in 1896; the Western Breeders'

Journal at Clay Center, Kas., in 1898. Two breeds of cattle have successful journals of their own, the Jersey Bulletin, Indianapolis, 1883, and the Holstein-Friesian Register, Brattleboro, Vt., 1886. Here should also be named the American Sheep Breeder, Chicago, 1883; the Shepherd's Criterion, Chicago, 1891; the Swine Breeders' Journal, Indianapolis, 1882; the American Swineherd, Chicago, 1885, and the Western Swine Breeder, Lincoln, Neb., 1894.

To poultry-culture no fewer than seventy periodicals are devoted. Oldest and perhaps most important are the American Poultry Journal, Chicago, 1874; Poultry Keeper, Quincy, Ill., 1884; Fancier's Monthly, San José, Cal., 1885; Southern Fancier, Atlanta, 1887; Western Poultry Journal, Cedar Rapids, Iowa, 1888; Poultry Herald, St. Paul, Minn., 1888; Farm Poultry, Boston, 1889; Poultry Success, Springfield, O., 1889; Reliable Poultry Journal, Quincy, Ill., 1894, and the Feather, Washington, D. C., 1895.

Other papers devoted to specialties are the American Bee Journal, Chicago, 1861; Sugar Planters' Journal, New Orleans, 1870; Gleanings in Bee Culture, Medina, O., 1873; Sugar Beet Culturist, Bay City, Mich., 1899; Wisconsin Sugar Beet, Menomonee Falls, 1900; Southern Tobacconist, Richmond, Va., 1887, and the Rice Journal, Crowley, La., 1897.

Conclusion.

As the reader will have perceived, the unrelenting activity and optimistic enterprise of the American agricultural journalist will bear comparison, to say the least of it, with that of any other calling in this active and enterprising country; and that is not all. The motives leading to the establishment of all the earlier rural papers were of a high and distinctly professional character. The founders hoped to make a living, certainly; but so does the physician, the lawyer, the clergyman; the laborer is worthy of his hire and very properly demands it. To be of benefit to the public, to promote the advancement of the basal art of American life, this was the fundamental purpose of Skinner and Southwick and Legare, of Tucker and Buel and Holmes, of Allen and Judd and Jones and Colman and Botts and the other great leaders. Even in the present commercial era, it may fairly be claimed that no other class of periodicals stand higher in point of conscientious and independent editorial management, and that very few are so careful about admitting anything of doubtful character to their advertising columns.

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